



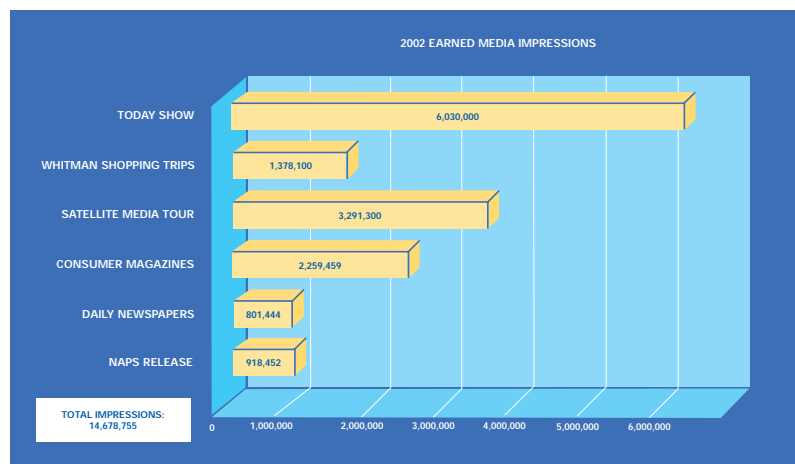
JOIN THE 2003 ENERGY STAR® HOME ELECTRONICS HOLIDAY CAMPAIGN

This document is intended to inform manufacturers about the ENERGY STAR Home Electronics Holiday Campaign. It presents some of the highlights from 2002 and information about specific opportunities for ENERGY STAR partner manufacturers to get involved in the 2003 campaign.

Summary of 2002 Campaign

2002 marked the first time ENERGY STAR engaged in an intensive consumer education campaign about ENERGY STAR qualified home electronics. ENERGY STAR partner manufacturers, retailers, REPS and utilities all took part in the first campaign. The holiday season (Thanksgiving to New Year's) was chosen for the timing of the campaign, since many TVs, DVD players, home audio, and

telephone products are purchased as gifts during that period. The goals were simple; to raise awareness of the ENERGY STAR label on these products, to increase their distribution and prominence within retail environments, and to promote the energy saving and environmental benefits of all products that have earned the ENERGY STAR.



The theme of the 2002 Holiday Campaign was give the gift of a cleaner environment. Major components included: extensive outreach to national print and broadcast media; a web-based "gift guide" that was posted on energystar.gov and made available for joint posting on manufacturer, utility, and retailer sites; customizable marketing templates; and an ENERGY STAR educational box insert. ENERGY STAR's media outreach was very successful, garnering over 14 million media impressions (see illustration above). The educational box insert was included in more than 1.5 million home electronics product boxes that were on retail shelves during the holiday season.

WHAT PARTNERS ARE SAYING ABOUT ENERGY STAR NATIONAL CAMPAIGNS

- "It opened doors for my business."
- "Participating in a national campaign made it easier to work with regional programs."

Overview of 2003 Campaign



Box Insert

This year, while our goals remain consistent — to raise awareness of the ENERGY STAR label on home electronics products, to increase their distribution and prominence within retail environments, and to promote the energy saving and environmental benefits of all products that have earned the ENERGY STAR — our tactics have evolved to help ensure a bigger and better campaign.

The theme of the 2003 ENERGY STAR Home Electronics Holiday Campaign is “Next Generation Technology.” The messaging and look and feel of the campaign will highlight the hottest new technology (e.g., HD and plasma TVs, and 5.8 GHz cordless phones) and the great energy saving features that will bring about environmental benefits for the next generation. Campaign facts and messaging will focus on electronic systems for the home (i.e., home audio and home theater systems).

Key components of the 2003 campaign include: a new online holiday gift guide, select customizable marketing templates and “building blocks” for the development of unique materials, a new educational box insert, and an extensive outreach effort to both print and broadcast media. Some items that may be of specific interest to manufacturers include:

- **Box Insert** – pre-printed ENERGY STAR educational box inserts will be available again this year. Manufacturers who commit to use the inserts may send photos of their own products for inclusion in the design. Commitments and photos must be received by May 15.
- **Gift Guide** – ENERGY STAR is working on a new and improved version of the online gift guide. The guide will be available to partners in its entirety and as individual component files. Partners may choose to link to the guide on the energystar.gov site, host it in its entirety on their own site, or use certain elements to create their own ENERGY STAR gift guide.

2003 CAMPAIGN AT-A-GLANCE

Theme:	Next Generation Technology
Timing:	November 28th to January 11th
Goals:	To raise awareness of the ENERGY STAR label on home electronics products, to increase their distribution and prominence within retail environments, and to promote the energy saving and environmental benefits of all products that have earned the ENERGY STAR
Call To Action:	Give the gift of a cleaner environment
Featured Products:	TVs, DVD players, TV combination units, CD recorders/burners, compact stereo systems, cordless phones
Media Outreach:	national long-lead magazines, daily newspapers, trade publications, national and local broadcast media, advertorials
Marketing:	online holiday gift guide, web banners, box insert, customizable templates and creative “building blocks” for easy integration into partners’ own “look and feel,” facts and messaging.

2003 CAMPAIGN TIMELINE

- **National Media Outreach** – similar to last year, ENERGY STAR will target national print and broadcast media outlets using an assortment of tactics that may include a satellite media tour, holiday shopping visits, advertorials and co-op advertising. Manufacturers are invited to send photographs and descriptions of their ENERGY STAR qualified products featured in this year's campaign to assist in the pitch to print media. We will notify you with more specific information about other leveraging opportunities.
- **Home Electronics Campaign Facts and Messaging** – key product facts and messaging will be provided to help partners communicate the benefits of ENERGY STAR to their customers.

Mid-May	Box insert commitments from manufacturers
End of May	PR Plan available on "Partner Resources" pages
End of June	Marketing CDs out to partners
End of June	Gift Guide CDs out to partners
Mid-July	Box inserts shipped to manufacturers
Early November	Gift Guide live on energystar.gov
November 28	Official start of campaign



next generation technology

Home electronics products that have earned the ENERGY STAR have all the latest technology you're looking for in a fabulous gift. The exclusive energy-saving technology that helps to preserve our environment for future generations. Check out our full line of ENERGY STAR qualified TVs, DVD players, and more this holiday season.

PARTNER LOGO

Give ENERGY STAR qualified home electronics this season. They use less energy and help preserve our environment for future generations.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.

www.energystar.gov

 CHANGE FOR THE BETTER WITH ENERGY STAR

- **Marketing Templates and "Building Blocks"** – limited customizable marketing templates will be available this year, as well as "building blocks" or creative components to enable partners to integrate select elements of the campaign into their existing creative "look and feel." CDs will be distributed to all registered participants in the campaign at the end of June. Last year utility partners in the northwest used some of the campaign creative and messaging to develop movie slides, which aired in nearly 400 movie theaters and reached an estimated six million viewers!



Animated Web Banner

[Additional Information](#)

How do I sign up?

To sign up, simply complete a participation form and submit it to Gwen Duff, ICF Consulting. Gwen can be reached at (202) 862-1230 or gduff@icfconsulting.com.

How can I stay informed about the campaign?

This year, all ENERGY STAR partner home electronics manufacturers will receive our e-mail updates on the campaign. These updates will be sent out periodically throughout the planning and implementation of the campaign to keep partners informed of our progress and to announce special leveraging opportunities.

We also encourage partners to periodically check for updates to the campaign information posted under Partner Resources on energystar.gov. The “Partner Resources” section of energystar.gov replaced OPIE when our new web site went live in February. To locate information on the Home Electronics campaign from www.energystar.gov, click on “**Partner Resources**” and then from the right-hand navigation bar, select “National Campaigns.” There you will see the Home Electronics Holiday Campaign listed among all of ENERGY STAR’s national campaigns.

For additional questions and general information about the ENERGY STAR Home Electronics Holiday Campaign, please contact Denise Minor, US EPA, ENERGY STAR Communications, (202) 564-8978 or via e-mail at minor.denise@epa.gov.



The ENERGY STAR® is the trusted, government-backed mark for energy efficiency that gives consumers the power to protect the environment and save energy and money at the same time.